Source: https://www.industrydocuments.ucsf.edu/docs/ktxx0001

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 1062—"QUARTER-BACK OPTION"—Req. No. 65449—Page—(5⅛ x 7⅜ inches)—4/C Bleed—TV Guide, 1980 (A)
Printed in U.S.A.

Quarter-back option.
Parliament
1/2
1/4
Our filter offers you an option flush filters don't.
It's tucked back a quarter-inch to keep your lips from touching the tar that builds up on the tip.
So Parliament Lights are always tastefully light.
And never guilty of unnecessary roughness.
Parliament
nly Parliament Lights has the famous recessed filter.
100's: 12 mg "tar," 0.8 mg
Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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